

November 2004

POLICE STOREFRONT OPENS AT NORTH PARK COMMUNITY PARK

When budget cuts forced the recent closure of Community Service Centers across the city, it also brought about the loss of the North Park Police Storefront, which had shared space with the service center on 30th Street until the storefront closed its doors on September 30th. However, by using some District Three Community Development Block Grant funds, we were able to quickly reopen the storefront in a new location, the North Park Adult Center, where it will not only serve the public's need for quick and easy access to the police, but will also create a safer environment for people using the park.



The southwest corner of the North Park Adult Center at Howard Avenue and Oregon Street is home to the new North Park Police Storefront.

On Wednesday, October 27th, we cut the ribbon on the new storefront, which is located in the southwest portion of the North Park Adult Center, at Howard Avenue and Oregon Street. The storefront looks out over North Park Community Park, adding a sense of security for park users.

On weekdays during the day, the storefront will house the Police Community Relations Office, where residents can stop in to fill out complaints and speak with Officer Ed LaValle, the Community Relations Officer for North Park. At night and during the weekends the storefront will serve as an office for beat cops in the North Park area to fill out paper work. This helps save time by removing the need for officers to travel out of the neighborhood to Western Division headquarters on Friars Road to complete their work.

I was joined at the grand opening by representatives of the San Diego Police Department and local law enforcement citizen volunteers, some of whom make up the North Park Law Enforcement Committee.

Deputy Mayor Atkins addresses members of the public on hand to celebrate the grand opening of the new North Park Police Storefront.



I'm pleased we were able to pull this all together in such a short amount of time. So much of the success of our neighborhood policing strategy rests in making it easier for citizens to work with and access police services, and storefronts are a huge part of this effort.

I tip my hat to city staff, in both the Police and Park and Recreation departments, for working together so effectively to bring this police presence to the park. It's a win-win situation for everyone.

The storefront will be open to the public Monday through Friday, 9am to 5pm. The new phone number is 619/284-1122.



Inside the new North Park Police Storefront, located in the North Park Adult Center, overlooking North Park Community Park.

TOYLAND PARADE SAT., DEC. 4TH

The 41st annual Toyland Parade is going back to its roots in terms of its name and its shortened route.

The annual holiday parade in North Park, sponsored by the North Park Lions Club and a coalition of community members and businesses, will take place on Sat., Dec. 4th, from 11am to approximately 1:30pm. The parade will proceed east on University Avenue from Utah Street to 30th Street. There will also be a band competition at North Park Community Park starting at 9:30am.

For more information, call 619/252-7918.

PROJECTS ON THE MOVE IN COUNCIL DISTRICT THREE

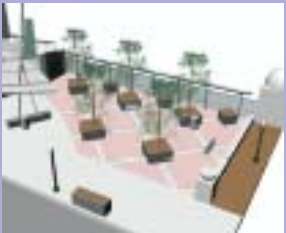
MID-CITY TRANSIT GATEWAYS PROJECT BREAKS GROUND



(Above and below) Computerized images of the El Cajon Boulevard Transit Gateway Project.



Trees and planters will adorn both the El Cajon Boulevard plaza (above left) ...



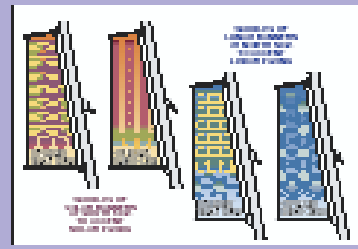
... and the University Avenue plaza (below left)

Last month we broke ground on the exciting Mid-City Transit Gateways Project that will enhance and enliven the transit plaza decks above 1-15 on El Cajon Boulevard and University Avenue.

The projects will include transit shelters, rest rooms, artistic elements and community signage. There will also be facilities for possible retail outlets such as coffee carts, news stands or other passenger-serving uses.

One side benefit of the construction project is that some of the trees that were situated on the plazas have been relocated to Central Elementary School, Copley YMCA, and various locations on El Cajon Boulevard.

Construction on the decks is scheduled to be completed in April 2005.



(Above) The University Avenue Transit Gateway Project will include colorful banners.

(Below) A computerized image of the University Avenue Transit Gateway Project.



Joining Deputy Mayor Atkins at the ground breaking for the Gateways Project were (l to r): Corey Bell, Superintendent, Metro Builders; Sue McDevitt, Project Manager, City of San Diego; Jackie O'Connor, President, El Cajon Boulevard Business Improvement Association; Alicia Martinez-Higgs, Office of Small Business; Enrique Gandarilla, Executive Director, City Heights Business Association; Debbie Cooper, Treasurer, CHBA; Mazda Mehrzad, Vice President, CHBA.

'DECEMBER NIGHTS' ADDS A DAY

CITY EXPANDS BALBOA PARK EVENT

The City of San Diego has expanded December Nights this year to include a full day of festivities on Saturday, December 4th. The city, which took over operating duties of the popular, free Balboa Park event, has added the daytime hours to reduce crowding and to allow more San Diegans to enjoy the park during this special annual event.

The event will kick off at 5pm on Friday, December 3rd, but will remain open an hour longer than usual until 10pm. Then the following day, the festival will reopen at noon and conclude at 10pm.

December Nights offers visitors the opportunity to visit Balboa Park museums free of charge. As in years past, the Speckels Organ Pavilion will offer carolers, local choirs and

other performers. The Spanish Village will once again offer artisans with crafts, music and food, and the Pacific Relations Cottages will host the International Christmas Festival, which will showcase multi-cultural dancing and music. And of course, the international cottages will cook up ethnic cuisine for sale at a reasonable cost.

The city has added some new and exciting attractions. A carnival-like midway located in the Palisades parking lot below the House of Pacific Relations International Cottages will offer amusement rides, games, clowns and entertainers for younger San Diegans, and restaurant food-tasting booths will line Cabrillo Bridge at Laurel Street. Ethnic craft and food booths will also be added near the Reuben H. Fleet Science Center.

TALMADGE SENIOR VILLAGE MIXED-USE HOUSING DEVELOPMENT UNDERWAY

In keeping with the city's commitment to promote affordable housing opportunities for San Diegans who need it the most, I was pleased to take part recently in a ground-breaking ceremony for the Talmadge Senior Village, officially marking the start of construction for the mixed-use project.



(L to R) Taking part in the ground-breaking ceremony of the Talmadge Senior Village project were Al Stasukevich, Fred Lindahl, Rebecca Clarke, John Seymour, Robert St. Germaine, Deputy Mayor Atkins, Robert Ito, and Sal Salas.

The proposed three-story project, which is within the City Heights Redevelopment Project Area boundaries, will replace a converted motel at 5252 El Cajon Boulevard. The new development will offer 91 housing units, 90 of which would be rented for 55 years at rates affordable to very-low-income senior citizens. The remaining unit is reserved for an on-site manager. Also included in the project are 3,362 square feet of commercial space to front on El Cajon Boulevard, a 618 sq. ft. leasing office, a 1,573 square-foot community activity room, and 91 underground parking spaces.

Eligible seniors must be earning from between 30 percent to 50 percent of the area median income. For example, in



Renderings of the new Talmadge Senior Village project, which is slated to be completed in May 2006.

2003 figures, a single person could earn between \$13,400 and \$22,330, or for a family of two, between \$15,312 and \$15,520. Rents for the units will range from \$365 to \$669 monthly, depending on percentage of median income earned.

Construction is expected to last for more than a year on the \$18.6 million project, which could open as early as May 2006.

For information on living at Talmadge Senior Village, call 1-877-273-RENT (7368).

A demolition crew cleared away the motel that was previously located at 5252 El Cajon Boulevard, the future site of the Talmadge Senior Village mixed-use housing project.



BALBOA PARK WEST ARCADE PROJECT BREAKS GROUND



Deputy Mayor Atkins and Patricia DeMarce (second from right) celebrate the West Arcade ground breaking with Dr. Merle and Mrs. Joy Ledford.

I joined with Assemblymember Christine Kehoe and Balboa Park supporters recently to break ground for the reconstruction of the historic covered walkway that lined the Prado for the 1915 California Panama Exposition.

The project will restore the final covered walkway lining the Prado from the Museum of Man to the Plaza de Panama.

Construction will run from November through May 2005.



(L to R) Park and Recreation Director Ellie Oppenheim, Deputy Mayor Atkins, Committee of 100 President Patricia DeMarce, and Assemblymember Christine Kehoe help break ground for the Balboa Park West Arcade Project.



(Above) Deputy Mayor Atkins and City Heights CDC Executive Director Jay Powell (next to camera-man) joined with the family of Mana Mohamed and Abucar Abikar for a special KUSI interview with Rod Luck (left) focusing on affordable housing at the new Metro Villas in City Heights.

PHOTO GALLERY



(Above, left to right) Deputy Mayor Atkins joined Tom Mullaney, Jack McGrory and Donald Cohen for a panel discussion on "Balancing Public Facilities Needs and the Demands for More Housing," sponsored by the City of San Diego Planning Department.



(Above) Deputy Mayor Atkins helped celebrate the grand opening of SPIN's children's art exhibit in the lobby of the City Administration Building focused on "Poverty As Seen Through The Eyes of Children."



(Above) On behalf of Council District Four, Deputy Mayor Atkins presented a Council resolution honoring Olympic gold medalist and Morse High School graduate Monique Henderson (third from left). Joining in the presentation were Mayor Dick Murphy (right), Fourth District Chief of Staff Tony Young and Monique's mother, Elaine Henderson. Monique won her gold medal in the women's 4 x 400 meter relay.



(Above) Deputy Mayor Atkins presents a Council resolution honoring AIDS Walk San Diego's 15th Anniversary to Fred Sainz, AIDS Walk advisory board chair, and Richard Valdez, San Diego LGBT Community Center board chair.

(Left) The Deputy Mayor's team participated in their fourth consecutive AIDS Walk.

DEPUTY MAYOR ATKINS NAMED 'CLEAN WATER LEADER' BY SAN DIEGO BAYKEEPER

Third District Councilmember Given Top A+ Score In Survey Of Mayor And City Councilmembers

I was honored to recently be named the City Council's "Clean Water Leader" with the highest score given on San Diego Baykeeper's third annual Clean Water Report Card. The annual grade is given to each member of the City Council, along with the Mayor, based on votes at council which impact San Diego's water quality, along with extra credit which is given for additional efforts that impact clean water.

They gave me an A+, scoring 104 points out of a possible 100, based on a perfect clean water voting record and extra credit which was given for ongoing attempts to find funding to improve canyon maintenance and monitoring for San Diego's urban canyon systems.

I'm proud to have a voting record that says clean water is a top priority for the city. I commend San Diego Baykeeper for their continued efforts to keep our council focused on environmental issues that improve the quality of life for all San Diegans.

The City of San Diego received an overall B grade with Councilmembers Michael Zucchet and Donna Frye also receiving A+ grades with 100 percent scores. Mayor Dick Murphy received a C+ grade with 79 percent, Councilmember Scott Peters scored 88 percent for a B+, and Councilmembers Brian Maienschein and Jim Madaffer both received C- grades with 72 percent. Councilmember Ralph Inzunza scored 76 percent and received a C grade.

The report card, commissioned by the San Diego Baykeeper, was prepared by Strategic Community Consulting Group. It reviewed 16 votes taken by the City Council from October 2003 to October 2004. The votes considered included open space protection (which impacts stormwater runoff pollution), sewage treatment (Point Loma Wastewater Facility), habitat protection (La Jolla Children's Pool), restoration efforts, and funding allocation for coastal protection.

District Three Community/Neighborhood Meetings

City Heights

Azalea Park Neighborhood Association: Meets the second Tuesday of the month at 2596 Violet Street at 6:30pm.

Cherokee Point Neighborhood Association: Meets the fourth Tuesday at 6:30pm, 3737 Wightman Street. Contact: 619-285-1611.

City Heights Community Development Corporation: Meets the second Thursday of each month at 6pm at 4283 El Cajon Boulevard.

Fairmount Park Neighborhood Association: Meets the third Thursday of the month at 3850 West Gate Place at 6:30pm. Contact: FairmountPark92105@yahoo.com
Swan Canyon: Meets the third Wednesday of the month at 3120 Euclid Avenue at 6:30 p.m. Contact Becky at rebecca@bairfinancial.com.

Teralta West Neighborhood Alliance: Meets every first and third Thursday of the month at 4286 Marlborough Street at 6:30pm. Contact: 619/281-3551.

Golden Hill

Greater Golden Hill Community Development Corporation (GGHCDC): 2469 Broadway, San Diego, CA 92102, 619/696-9992. Meetings are held the third Thursday of each month at 6:30pm at the GGHCDC offices.

Kensington

The Kensington/Talmadge Community Association meets every fourth Thursday at the Kensington Community Church, 4773 Marlborough Drive, beginning at 7pm. (dinner for a reasonable price is served prior)

Normal Heights

Normal Heights Cultural Council: Meets the third Thursday of each month from 6:00pm-7:30pm at 4649 Hawley Boulevard.

Normal Heights Community Dinners: Held the third Wednesday of the month (January-October) at 6:30pm at 4649 Hawley Boulevard.

North Park

Altadena Neighborhood Association: Board meetings are the first Wednesday of the month at Santos Coffee at Thorn and 32nd streets. Contact: 619/280-6662

Burlingame Neighborhood Association: Meets the second Wednesday of the month at 7:00pm at different locations each month. Contact: dbyrne4bna@cox.net.

North Park Community Association: Meets the fourth Thursday of each month at 6 pm at North Park Christian Fellowship Church, 2901 North Park Way.

South Park

The South Park Action Council: Meetings are held bi-weekly on Mondays at 6:00 and last one hour. For information, e-mail Co-Chairs: Samantha Keenan at samkeenan@cox.net or Connie McDonough at conniemcdonough@cox.net.

Talmadge

The Kensington/Talmadge Community Association (see Kensington)
The Talmadge Community Council (TCC) meet s every third Tuesday at 4725 Lucille Drive beginning at 6:30pm.

University Heights

The University Heights Community Development Corporation (CDC) meets on the first Wednesday of the month at the CDC office located at 4452 Park Blvd, Suite 104, at 6:30pm.

The University Heights Neighborhood Association meets on the first Thursday of the month at Alice Birney School Auditorium, 4345 Campus Avenue, at 7:00pm

(see reverse side for a schedule of Planning Committee, Redevelopment Project Area Committee, and Business Improvement District meetings)

DISTRICT THREE IMPORTANT INFORMATION

How To Contact Us

Deputy Mayor Toni Atkins
202 C Street, MS #10A
San Diego, CA 92101
Telephone: (619) 236-6633
Fax: (619) 595-1481
Email: ToniAtkins@sandiego.gov
TTY: (619) 533-6586

MONTHLY DISTRICT THREE PLANNING COMMITTEE MEETINGS

Balboa Park Committee

Santa Fe Room of the Balboa Park Club (Off Presidents Way west of Park Blvd.)
Meets the first Thursday of the month, 6:30pm
Contact: Darlene Davies, chair: ddavies@mail.sdsu.edu

City Heights Planning Committee

Metro Career Center, Community Room, 3910 University Avenue
Meets the first Monday of the Month, 6:30pm
Contact: Michael Sprague, Chair, 619/255-7902.

Greater Golden Hill Planning Committee (GGHPC)

Balboa Golf Course Clubhouse, Golden Hill
Meets the second Wednesday of the month, 6:30pm
Contact: Steven Stratman, Chair, 619/702-6055.

Greater North Park Community Planning Committee

North Park Christian Fellowship, Second Floor, 2901 North Park Way
Meets the third Tuesday of the month, 6:30pm.
Contact: Michael Powers, Chair, 619/280-5184, or email mppvette@cox.net

Kensington/Talmadge Planning Group

Kensington Community Church, 4773 Marlborough Drive
Meets the second Wednesday of the month, 6:30pm.
Contact: Fred Lindahl, Chair, 619/287-3157.

Normal Heights Community Planning Group

4649 Hawley Boulevard
Meets the first Tuesday of the month, 6:00pm
Contact: Risa Baron, Chair, 619/284-2505.

Uptown Planners

Joyce Beers Community Center, 1010 University Avenue
Meets the first Tuesday of the month, 6:30pm
Contact: David Gardner, Chair, 619/835-9501.

MONTHLY BUSINESS ASSOCIATION MEETINGS

Adams Avenue Business Association

4649 Hawley Boulevard
Meets the first Tuesday of the month, 7:30am
Contact: 619/282-7329

City Heights Business Association

Board meetings: second Tuesday of every month at 8am
at the Indo-Chinese Association, 4536 University Avenue.
Mailing Address: P.O. Box 5588, San Diego, CA 92165
Phone: 619/540-4410

El Cajon Boulevard Business Improvement Asso.

3727 El Cajon Boulevard
Meets the second Thursday of the month, 5:30pm
Contact: 619/283-3608

Hillcrest Association

Joyce Beers Community Center, 1222 Vermont Street in the
Uptown District
Meets the second Tuesday of the month, 5:00pm
Contact: 619/299-3330.

North Park Main Street

3076 University Avenue
Meets the second Wednesday of the month, 7:30am
Contact: 619/294-2501

COMMUNITY RELATIONS OFFICERS

Rick Castro (City Heights East) -- 619/515-2733
Rick Edgil (Hillcrest) -- 619/299-7028
Gary Gonzales (Golden Hill, South Park) -- 619/744-9500
Ed LaVelle (North Park, University Heights) -- 619/533-5795
Pat Norris (Fairmount Park) -- 619/531-1515
Bill Taitano (Normal Hgts., Kensington/Talmadge) -- 619/531-2815
Jim Tulumello (City Heights West) -- 619/516-3180

MONTHLY REDEVELOPMENT MEETINGS

City Heights Project Area Committee

Metro Career Center, Community Room, 3910 University Ave.
Meets the second Monday of the month, 6pm
Contact: Al Stasukevich, Chair, 619/285-1611.

North Park Project Area Committee

North Park Community Service Center, 3956 30th St.
Meets the second Tuesday of the month, 7:00pm
Contact: Roger Lewis, Chair, at 619/881-8977,
or the city staff member at 619/533-5284.

District Three Staff

Jeff Gattas, Chief of Staff

George Biagi, Director of Communications, media, webpage, newsletter, Community Development Block Grant coordinator, LGBT community liaison, HIV/AIDS issues, Chargers, special events, Special Orders of Business/Council proclamations.

Kim Craig, Policy Advisor/Council Representative to Normal Heights, Rules Committee, Metropolitan Transit System, San Diego Data Processing Corporation, infrastructure, docket coordinator, utilities, energy, budget, women's issues.

Stephen Hill, Policy Advisor/Council Representative to Balboa Park and North Park, environment, libraries, arts and culture, Downtown redevelopment, MSCP, Transit Occupancy Tax, water issues, budget.

Cheli Mohamed, Executive Assistant to Deputy Mayor Atkins and the Chief of Staff, office manager, scheduler, volunteer coordinator.

Ryan O'Connor, Council Representative to South Park, Golden Hill and North Park; constituent services liaison, general office constituent services, Policy Board of the Workforce Partnership, homeless issues, and seniors.

Monica Pelaez, Council Representative to Hillcrest, University Heights, Kensington and Talmadge; Police and Fire and Life Safety Services, schools, Equal Employment Opportunity Commission, domestic violence, social services, and ADA issues.

Stephen Russell, Policy Advisor/Council Representative to City Heights, redevelopment, Small Business Advisory Board, Development Services, Community and Economic Development, BID Council, SANDAG, housing, budget.